

This booklet is not dated, but the picture of Frank Wright looks to be age about age 60 or 70. He was born August 17, 1866. That would put the printing of this book around 1920s or 1930s

THE STORY OF SALMON

Carlisle Packing Company

Seattle. U. S. A.

FRANK WRIGHT
President Carlisle Packing Company

Mr. Wright is President of the Association of Pacific Fisheries, an Organization Composed of all the Salmon Packers of Alaska, Puget: Sound and Columbia River. He is a Practical Salmon Canner, Having Followed the Business From Boyhood. First as a Fisherman and Later Working at Every Position in the Cannery

THE STORY OF SALMON

YEARS ago, before the white man came to the Northwest, it was customary, and still is, for the Indians to catch and dry enough Salmon in the summer and fall to last them throughout the winter. They had all the different species of Salmon to select from, but then, as now, they were satisfied with nothing but the best. Their favorite fishing ground was located at Village Point on Lummi Island, and every year the Indians from all parts of the Northwest gathered at this spot to secure their supply of food for the winter.

What the White Man Learned from the Indian

Since early boyhood Frank Wright, present owner of the Carlisle Packing Company, had lived among the Indians, following the Salmon business from Puget Sound to Western Alaska. Twenty years ago Mr. Wright made up his mind that Salmon, one of Nature's finest foods, was not being selected, graded and processed with the intelligence and care that the product deserved, and then and there decided that he would devote his time and energy to turning out a product that would rank as the "best".

Mr. Wright had observed the fact that every year the Indians from all parts of the Northwest gathered at Village Point on Lummi Island. From them he learned that at that point the Fraser River Sockeyes are at their best--the Indians knew the Sockeyes had just finished feeding and were ready to leave the salt waters of Puget Sound to enter the fresh water of the Fraser River a few miles away.

In 1902 Mr. Wright located the Carlisle Packing Company at Village Point on Lummi Island, the fishing ground of the Indians for generations. When he decided to expand his business and locate other canneries he knew from observing the Alaska Indians that the proper places were at the mouth of the Copper River in Central Alaska and the Yukon River in Bering Sea, Western Alaska.

The white man has learned much from his Indian brother, particularly about hunting and trapping wild game and catching fish-- they know just where and when to get the best.

The Indians were the first to locate the rivers where the best quality Salmon was to be found and in later years their judgment was confirmed by scientists and experts who made an exhaustive study of the Salmon Fisheries of Puget Sound and Alaska.

It has been found that the high quality, red oily Salmon spawn in the rivers of greatest length and that our best Salmon comes from the four principal rivers of the Northwest, namely:

Yukon River, Alaska Length 2,200 miles
Copper River, Alaska Length 700 miles
Fraser River, British Columbia Length 800 miles
Columbia River, Washington Length 1,200 miles

The Salmon running in smaller streams do not have the color or oil as compared with Salmon from the above rivers, and is much inferior in value as a commercial product.

The explanation is very simple. The Chinook Salmon and Sockeye Salmon pass into rivers to spawn, and in most instances go to the extreme source of the river. This is particularly true of Sockeyes as they enter only rivers that spring from lakes, and spawn in the latter.

In order that the Salmon can make this long trip up the river to the spawning grounds they must be well fed and very fat, as Salmon do not feed after they leave the salt water.

"Self-preservation is the first law of Nature" and it applies to fish as well as to humans - all of us learned that in school.

"Self - preservation" is the explanation of why Yukon Chinooks feed heavily before leaving salt water to start on their 2,200-mile trip up the Yukon River to their spawning grounds; it explains why Yukon Chinooks, Columbia River Chinooks, Copper River Sockeyes and Fraser River Sockeyes are so rich in oil and red in color.

Many Alaska Reds, Kings, Cohoes, Pinks and Chums run in small rivers or creeks only a few miles long and in those grades, you will find comparatively little oil as the fish do not have to prepare for a long river trip, consequently they are not fat and cannot make oil after they are canned.

Location of Our Canneries

You will find our three canneries located right at the mouth of three of the best Salmon streams.

Our Puget Sound Cannery at Village Point is 25 miles from the mouth of the Fraser River. The Salmon pass our traps on their way from the ocean to fresh water.

Our Yukon Cannery is at Kwiguk at the mouth of the Yukon River, and is the only cannery on the Yukon River and is the farthest north Salmon cannery in the world.

Our Cordova, Alaska, Cannery is near the mouth of the Copper River.

Salmon do not feed after entering fresh water and quickly deteriorate upon leaving salt water. Some canneries are located up the rivers, away from the salt water, but it is found that their pack is inferior in quality to salmon taken before the fish enter the fresh water streams.

It is our opinion, formed from years of experience and observation, that the only Chinook Salmon that can be graded as fancy Chinooks are found in the Yukon River, Alaska, and the Columbia River; the fancy Sockeyes spawn in the Copper River, Alaska, and Fraser River, British Columbia.

The last big run of Fraser River Sockeyes occurred in 1913, and since that time the supply of this grade has been very much less than the market demands. Therefore, the buyers were quick to realize that Copper River Sockeyes were equal in quality to Fraser River and we now find it growing harder each season to take care of the increasing demand.

Grades and Brands

There are five distinct species of Salmon on the Pacific Coast recognized by the Bureau of Fisheries of the U. S. Government:

- | | |
|------------|-----------------------------|
| 1. Chinook | Chinook, King, Spring |
| 2. Sockeye | Sockeye, Alaska Red |
| 3. Cohoe | Silver, Medium Red, Cohoe |
| 4. Pink | Pink, or Humpback |
| 5_ Chum | Chum, or Keta (Indian name) |

Carlisle's grades are distributed under the following brands:

1. Chinook "Golden North", Fancy Yukon Chinooks.
"CARRIER", Puget Sound Red Spring Chinooks.
2. Sockeye "EVERGREEN STATE" } Puget Sound Sockeyes
"FRIDAY" .} Puget Sound Sockeyes
"CARLISLE's COPPER RIVER SOCKEYES".
"SEA PRINCE", Alaska Reds.
3. Cohoe "RISING STAR", Alaska and Puget Sound Medium Red.
- 3A. Pink COLOR "BELUGA", Yukon River Salmon.
4. Pink..... "HERO" Alaska and Puget Sound Pinks.
5. Chum "ROSE" , Alaska and Puget Sound Chums.

Chinooks

Chinook Salmon is the noblest of the Salmon tribe, since it outranks all other species in size. Fancy Chinooks are caught in only two rivers on the Pacific Coast - The Yukon River, Alaska, and the Columbia River. This is easily explained. The Yukon River is 2,200 miles long-the Columbia River is 1,200 miles long. Chinooks must be bred and fed right to make this long trip to their spawning grounds. The longer the river the better the quality. The U. S. Commissioner of Fisheries, in Document No. 839, writing about Chinook Salmon says: "The Yukon River is supposed to produce the finest examples."

In other Alaska waters the Chinooks are often called Kings, but do not compare in richness, oil, color, or flavor with Chinooks from the Yukon or Columbia.

On Puget Sound they are referred to as Reel Spring and White Spring. The Puget Sound Reel Spring Chinook, if properly graded and care is used in separating the White Springs, is a very desirable product and is high grade in every respect. We pack Puget Sound Red Spring Chinook under our "CARRIER" brand and guarantee them to be selected red fish and hand packed. This grade is packed only in one-half pound flats.

Our fancy Yukon Chinooks are packed under our "GOLDEN NORTH" label and are guaranteed fancy in every respect. They are bright red in color and have an abundance of rich oil and a delicious flavor. Some eastern buyers, as well as some of the Seattle Salmon authorities, have been kind enough to say that our Yukon Chinooks are superior to Columbia River in color and oil.

Our Yukon River Chinooks are all hand butchered --we do not use the "Iron Chink" on this grade, as we feel better results are obtained by doing it by hand.

Sockeye

Fraser River Sockeye

While some Sockeyes are caught on Puget Sound every year, the big run occurs every four years. The last big run was in 1913 when 1,673,100 cases were packed. The next four-year cycle, 1917, the total pack was only 411,538 cases. We are looking forward to a big pack in 1921, but some of the Salmon experts feel that we will be disappointed, as they think big runs of Sockeye Salmon are a thing of the past. If the Sockeye do run heavy in 1921 we will have a liberal supply, as our traps at Lummi Island are located directly in the path taken by the Sockeyes on their way from the ocean to the Fraser River. Our Fraser River Sockeyes are packed under two brands: "EVERGREEN STATE" and "FRIDAY", packed in one-half pound and one pound flats and one pound tall.

Copper River Sockeye

Copper River Sockeyes run every year and on account of the extreme shortage of Fraser River Sockeyes there has been an increased demand for Copper River. We are glad to say the Carlisle Packing Company is recognized as the leading packer of Copper River Sockeyes and have established a reputation on this grade to such an extent that it is customary for other Salmon packers or brokers selling fish from that section to offer them "guaranteed equal in quality to Carlisle's Copper River Sockeyes".

You will find our pack of Copper River Sockeyes to be of splendid color and carrying a liberal amount of oil, due to the fact that the fish are taken right at the mouth of the Copper River when the fish are healthy and fat and just starting into the fresh water for their long trip to the lakes at the head of the river where the spawning grounds are located.

Our 1920 pack of Copper River Sockeyes was all sold long before the canning season started, and we feel sure that had we been able to make deliveries we could have easily sold five times as many.

Copper River Sockeyes are packed under a very attractive gold and blue label as "CARLISLE'S COPPER RIVER SOCKEYES", packed in one-half pound and one-pound flats and one-pound tall.

Alaska Red

The Bureau of Fisheries of the U. S. Government classes the Alaska Reds as a species of Sockeye. Practically all the canners label this grade as Alaska Red Sockeye, and while it comes within the law, at the same time we consider it a misnomer, as it is misleading to the general public. They should properly be labeled Alaska Red, and the word Sockeye left off.

On account of the Alaska Reel spawning at the sources of small streams near the Coast it is not necessary that Nature provide them with much fat, as they rarely ever leave the salt water for any distance; therefore, you will find that while the Alaska Red carry good color, it is a rather dry fish and rarely shows very much oil. This grade from now on will be packed under "SEA PRINCE" brand in one-half pound and one pound flats and one pound tall.

Cohoe

This grade among fishermen is commonly referred to as Silvers. On Puget Sound they are more generally called Cohoe, and in Alaska, Medium Red. The quality is the same in both places. As the name implies, it is lighter in color than the Alaska Red and somewhat better in color than the Pink, but is a fish of good flavor and deserves a wider market. We pack this grade in both Alaska and Puget Sound under our "RISING SUN" brand, packed in one-half pound flats and one pound tall.

Yukon Salmon

The Yukon Salmon caught on the Yukon River is, in our opinion, much superior to pink colored Salmon caught in other waters, in fact the quality is such that they could be graded commercially as Medium Red. A peculiar thing is that this type of fish is not found in any other rivers of the Pacific Coast. It is rich in oil, carries good color, delicious flavor, and the flesh is very firm. There is a very good reason why this fish is of excellent quality. It has been found that every year it goes to the extreme headwaters of the Yukon, a distance of 2 200 miles; therefore, it is necessary that Nature provide it with enough fat and strength to make this long trip. The flake of this fish is rather large, much more so than Pinks or Medium Red; in fact, the flake is similar to that of the rich, oily Chinook. We particularly recommend this grade to buyers who are looking for quality.

We have designated it under a special grade, "YUKON'S SALMON", and pack it under our "BELUGA" brand label in one-pound tall cans. While the quality justifies selling it at a higher price, we have decided to offer it at the price of Pink Salmon.

Pinks

Fishermen generally refer to this grade as Humpbacks or Humpies. Pinks run every year in Alaska waters, but strange to say they run only every other year in Puget Sound. The big run is in the same year as the big Sockeye run, and again two years later. There will be practically no Pinks packed on Puget Sound in 1920, but in 1921 we should have a big run. Pinks are not packed at all on the Columbia River. Pink Salmon is pinkish in color, much paler than the :Medium Red. It carries little oil, but is sweet and palatable and when used in croquettes and made-up dishes is very satisfactory. We pack this grade in both Alaska and Puget Sound under our "HERON" brand label, packed in one-half pound flats and one pound talls.

Chums

We wish to correct an erroneous impression some people have regarding Chum Salmon. We have heard that some buyers consider Chum Salmon to be the leavings from other grades of fish. This is positively wrong, as anyone can verify by writing to the U. S. Bureau of Fisheries. Chum Salmon is sometimes called Keta, which is the Indian name. It is a separate and distinct species of Salmon. It is high in food value, packed with exactly the same care as other grades and if it carried the same color and oil would sell for a good price, as it is a very palatable food.

The flesh is very pale in color, with a yellowish cast, and contains little oil. Chum Salmon is a big seller throughout the Southern States and for export to the Philippines, Straits Settlements, Mexico and South America. We pack this grade both in Alaska and Puget Sound under our "ROSE" brand, packed in one-half pound flats and one-pound talls.

Spawning Season

All Salmon spawn in creeks, rivers or lakes-some go further up stream than others. Sockeyes spawn in the lakes at the head of the same river in which they were hatched. Pink Salmon will spawn in any river or small stream and is not particular about going back to the stream where it was hatched. When the female reaches the spawning grounds its eggs are deposited in the gravelly bottom of the stream or lake and are then made fertile by milt from the male. Shortly thereafter both male and female die

Soon after hatching, the young salmon drop down the streams to the sea, where they spend their lives until they are mature. This is a period of from two to six years, according to species.

It is only natural that the big catches of Salmon are made during the spawning season, for at that time the fish are running in schools and are near the coast line on their way to the creeks or heads of rivers to deposit their spawn.

Methods of Catching Salmon

Salmon is caught in various ways; those most generally in use are Traps, Seines, Gill Nets.

Our fish are caught almost exclusively in Traps, an expensive form of stationary nets built around piling, and located right near the Cannery; this makes it possible to empty the traps, haul the fish to the Cannery and have them in cans within a short time after being taken from the water and while in the best condition for canning. One big advantage in using stationary traps is that we can take out of the traps as few or as many fish as we need in the cannery at any one time, and the balance remain in the traps in salt water until we are ready to use them.

Brief Description of the Processing of Canned Salmon

Our boats make regular trips each day to the various traps to collect the fish and bring them to the cannery where they are immediately washed thoroughly with fresh spring water. They are then ready for the "Iron Chink" machine, or for hand butchering.

The operation of this wonderful machine is entirely automatic; it removes the head, tail, fins, splits the fish down the belly and removes the entrails and blood at the rate of sixty fish per minute. Water under heavy pressure is forced into the fish during this process,

The "Iron Chink" was first used about 1905 and previous to that time the work of dressing the Salmon was done principally by Chinamen. It is easily seen how the "Iron Chink" derived its name. Since the advent of the "Iron Chink" the Chinaman has lost out and in our canneries we endeavor to use only white labor.

The fish now pass to a force of butchers who trim them by hand, removing any parts of the fins or entrails that escaped the "Iron Chink," They are then carried along to the fish-cutting machine, which is a series of revolving knives placed in such a manner to cut the fish into proper size steaks to fit the various sized cans. From the time the fish are brought into the cannery until they pass through the fish-cutting machine they are constantly being sprayed with fresh spring water.

The fish steaks are conveyed to the can-filling machine, where they are fitted to the cans by a plunger which delivers them into the can with the backbone lengthwise of the can. The bone tends to hold the flesh in position and makes a firmer package.

THE ONLY FOREIGN INGREDIENT added to canned Salmon is one-quarter of an ounce of salt for seasoning purposes. This is put into the can automatically while the can is being filled.

From the filling machine the cans pass on a conveyor where are stationed a corps of experienced inspectors who examine each can to see that it has been properly packed and filled. Any cans that do not come up to our standard are thrown out. The cans pass to the exhaust box, where they are partly cooked with live steam and heated to a sufficient degree to form a vacuum. The cans then pass to the double seamer, where the top is put on, and on to the washing machine, where they are thoroughly cleaned, and are placed on iron trays and run into the retort on little cars for an average cook of one hour and thirty minutes at 210 degrees. Some canners vary the length of their cooking time from seventy minutes to one hour and forty-five minutes. Our system of processing was adopted after years of experimenting. and the satisfactory results we are getting from it justifies the time and money expended.

After coming from the retort the cans are thoroughly washed in a solution of lye water which removes all the grease and any particles of fish that adhere to the can, and are then spread on the floor and allowed to cool. At this time both ends of the cans are bulged out due to heat expansion. As soon as the cans have cooled the ends contract and become concave. They are then lacquered, labeled and put into boxes ready for shipment.

Records of Pack

Each day during the canning season it is the duty of the superintendent to set aside samples of that day's pack and forward them to the Seattle office at the first opportunity. A record is kept of the conditions under which those samples were packed, such as condition of weather, outside temperature, as well as temperature inside cannery, exact time fish were out of water before they were canned, weight of live fish, etc. At the end of the canning season our General Superintendent, cannery superintendents, and foremen, are called to Seattle and remain until the next canning season. During this period when the plants are not in operation we hold regular meetings, at which time samples of each day's pack are cut and examined and everything pertaining to the pack is gone into in detail. In this way each foreman and superintendent knows exactly what was done at the other canneries, and ideas are exchanged with reference to improving our methods. Our employees are just as proud of their results as we are, and you will understand that each superintendent is eager to have the pack from his cannery show up to good advantage. To these meetings in a great measure we attribute the fact that our pack is uniform and of superior quality.

Preparation for Canning Season on Yukon River

Operating a Salmon cannery is a rather hazardous business and our advice to anyone suffering with a weak heart or cold feet is not to engage in it.

The operation of a fruit or vegetable cannery is somewhat risky, but one advantage those packers have is that their crew of workers is recruited from the neighborhood in which the cannery is located. Also they have a certain acreage of fruits or vegetables to draw from, while the Salmon canner may or may not get his fish.

Our cannery at Kwiguk on the Yukon River is the farthest north Salmon cannery in the world and is located miles away from any of the Alaska towns. It is impossible to secure experienced cannery men up there, so it is necessary that our entire crew be sent from Seattle. This means an outlay of about \$50,000 each season in transportation charges to send the crew from Seattle to Kwiguk, a distance of over 3,000 miles. This is as far as from Seattle to New York, or from New York to London.

As you perhaps know, the Yukon River empties into Bering Sea and, on account of the ice, Bering Sea is closed to navigation from September to June. The first steamers for Nome leave Seattle June 1st and usually arrive there about June 15th. We can't afford to take the chance of sending our cannery crew on the first steamer, as there is a possibility of it arriving at the cannery too late. As soon as the ice goes out of the river the Chinooks start up and we must be there to get them.

In order that our crew be there in ample time we send them by steamer from Seattle to Skagway, in Southeastern Alaska, 1000 miles from Seattle. From Skagway to Whitehorse, in the Yukon Territory, they go over the White Pass & Yukon Railroad, a distance of 111 miles. This is one of the very few railroads in Alaska and perhaps the most scenic trip in North America, passing through the same country as the famous Klondike gold rush of 1898. They then cross over Lake Lebarge, which is frozen solid. In former years it was necessary to cross this lake with dog teams, the regular mode of travel in interior Alaska, but on account of the number of men in our crew, and to save time, we now use automobile Ice Sleds. At the other side of Lake Lebarge are the headwaters of the Yukon River, with a special steamer to carry our crew, ready to start down-stream as soon as the ice breaks. Then commences a journey of 2,200 miles down the Yukon to the Cannery. On this trip the steamer follows closely behind the ice and it is necessary to make frequent stops on account of the river being blocked by ice. At some points the ice is piled up 75 feet high.

Within a few days practically all the ice is out of the river and the schools of Chinooks start running by our Cannery door.

All of our supplies, such as new cans, box shooks, provisions and various other items must be sent to the Cannery a year ahead on the last steamer leaving Seattle before navigation closes, so as to be ready for use the following canning season. To any business man it will be apparent that we must have a fortune tied up in the business before we are even ready to turn a wheel long before we know for a certainty that we will have a supply of fish. This year (1920) we encountered high water and the mouth of the river was so full of driftwood that it was almost impossible to catch fish, consequently our total pack was less than 50% of what we anticipated.

The Salmon business is a gamble, so much so that we believe a Salmon packer would go to sleep in a no-limit poker game.

It is a much simpler matter for canneries located at other points in Alaska or on Puget Sound to start their canneries, as they are located at points easily accessible and reached by regular steamers the year round.

Distribution

Our entire pack is sold through the Carlisle's Brokerage Company, which is controlled by the Carlisle Packing Company.

Manufacturers in every line have found out that when they market their own products they are in better position to give satisfactory results. It means a closer understanding and a more constructive

service. With the same organization that packs Carlisle's Salmon, selling it, it brings us in direct contact with our customers and we will know every condition that affects our product.

The Carlisle Packing Company has a reputation of eighteen years' standing as packers of quality Salmon and we are eager to maintain and increase that reputation.

We pack every grade of Salmon: therefore, are in position to offer a complete line to the jobber, giving unity to the line and a high standard of quality.

We are represented in all of the principal cities of the United States and foreign countries by Selling Agents who have samples of our labels and various grades of canned salmon. and if you are not familiar with the name of our representative in your territory, please advise us and we will be glad to instruct him to call.

It is natural that we would have a demand for more Salmon than we can pack in our own canneries, and to fill this demand our Brokerage Department sells some Salmon for other reputable packers. In entrusting your entire Salmon business to our Brokerage Department you are assured of having experts handle your order and select your requirements from the best packs that are available.

FOOD VALUE OF CANNED SALMON

The U. S. Department of Agriculture gives relative food values of Canned Salmon as compared with other foods:

	(Apparently % of Protein)
Canned Salmon _	21.8
Sirloin Steak_	16.5
Sugar Cured Ham.	14.2
Macaroni	13.4
Eggs	3.1
Spring Chicken	12.0
White Bread	9.0

There is very little difference between fish flesh and beef. Both are chiefly made up of protein and water, and fish contains slightly more protein than lean beefsteak and much more oil or fat. and is as easily digested as the best sirloin steak. All species of Pacific Coast Salmon are highly nutritious and differ from one another only in the color and relative firmness of the flesh and the proportions of fats.

Canned Salmon has never been considered a luxury. It is an every-day food-ready for use at any and all times - already prepared. easy to serve hot or cold. It is not a substitute for any other food, but is much in demand as an alternative nutritious food where it is not always convenient to get fresh meat or fresh fish.

There is positively no waste to Canned Salmon as nothing has to be thrown away except the can. Meats spoil quickly in the home. Canned Salmon will keep indefinitely if unopened.

One of the world's most eminent Pure Food authorities recently made the statement that as far as is known no deaths have ever occurred due to ptomaine poisoning from eating canned salmon. Due to the high temperature while processing and the length of time consumed in processing. it is impossible for Botulinus poison to develop in canned salmon, as it has in various other canned foods which have received unfavorable publicity in the last few years.

How to Examine Canned Salmon for Quality

If you will make use of the following suggestions, we believe you will find them of some assistance in determining whether or not the quality is satisfactory.

The first test is for weight. Use a small scale:

1 pound tall cans should weigh, gross,	19 ½ ounces.
1 pound flat cans should weigh, gross.	19 ½ ounces.
½ pound flat cans should weigh, gross,	10 ½ ounces.

If the gross weight is as indicated above, or greater, you can be sure the net weight of contents is correct.

Never shake a can of salmon-if you do you break the flakes and make it appear mushy. To shake it also mixes the oil and spoils the general appearance.

All Salmon should be sound and sweet. As soon as can is opened, empty contents and immediately smell the empty can. If contents are stale you can usually get the unpleasant odor from the can quicker and more decidedly than you can from the fish itself.

You can easily determine whether or not the fish has been cooked enough by breaking the small bones. Take a small rib bone between your thumb and forefinger; if it breaks into several pieces with a slight pressure you can be satisfied it is thoroughly cooked. On small boned fish, such as Finks and Sockeyes, you will find the backbone will crush with very little pressure. On large boned fish such as Chinooks, Kings and Chums the backbone will not break so easily, but the small bones should.

When you are examining recently packed Salmon, particularly Red Salmon, you will occasionally find it deficient in oil, and it is well to remember that time must be allowed for the oil to develop. On the other hand, really high grade Salmon will show good oil shortly after packing. We feel safe in saying that 99 out of 100 cans of our Fancy Yukon Chinooks, Copper River Sockeye or Fraser River Sockeye will show rich oil in liberal quantities immediately after being packed.

The flakes of Chinooks, Kings and Springs are rather large and will fall apart easily. In this respect they are different from all other grades, as you will find Sockeyes, Reds, Pinks and Chums have a smaller flake, more compact, and flakes do not fall apart easily.

FANCY CHINOOKS

In examining fancy Chinooks you would naturally look for a liberal amount of clear red oil on top of the fish when the can is opened-the color should be a rich deep red. The flakes of fancy Chinooks are larger than in any other salmon and will fall apart easily. Yukon River Chinooks are always red, while Columbia River and Puget Sound are somewhat paler in color.

PUGET SOUND SOCKEYÉ

Puget Sound Sockeye is not a deep red, but more like a carrot red. The bone is small, flake small and compact. It is an oily fish; therefore, liberal quantities of oil should be present.

COPPER RIVER SOCKEYÉ

Copper River Sockeye is a deeper, richer red than Puget Sound. In other respects it is the same.

ALASKA RED

Alaska Red grade is of fairly good red color, firm in texture, but does not have the rich red oil and delicious flavor of the Sockeye. The bone and flake is about the same as the Sockeye.

MEDIUM RED

Medium Red, or Cohoe, contains little oil as a general thing. The color is paler red, just about between a Pink and Alaska Red. The bone is somewhat larger than the Sockeye or Pink.

PINK

Pink Salmon is a very small fish, averaging about five pounds; therefore, you will find the bone very small. It also has small flakes and little oil. The color is pinkish, as the name implies. In examining the skin of Pinks you will find the scales to be much smaller than on any other grade.

CHUM

Chum Salmon is larger than any other grade, except Chinooks or Kings; therefore, you would look for a large backbone. It is very pale in color, almost white. It has a distinctive flavor and in this respect is different from other grades. You should not expect to find much oil in this grade, but in Chums from certain districts you will find a brownish yellow oil and color almost as good as Pinks.

GENERAL INFORMATION

All Salmon is packed in three sizes only:

- ½ lb. Flat, 40 pounds shipping weight per case
- 1-lb. Flat, 70 pounds shipping weight per case
- 1-lb. Tall, 70 pounds shipping weight per case

All sizes are packed four dozen to a case, except that in Canada it is customary to pack one-half pound cans eight dozen to the case.

Salmon is sold either under packer's label, buyer's private label or unlabeled. If sold unlabeled or under buyer's label it is customary to make the buyer an allowance for labels at about the following prices:

½ lb. Flats	\$1.00 per M
1-lb. Flats	\$1.25 per M
1 lb, Talls	\$1.50 per M

To get the lowest freight rate a car must contain 70,000 pounds, 1,000 cases of 1-pound cans, or 1,750 cases of ½ pound cans. It is possible to ship a 40,000-pound car at a freight rate approximately 20% higher.

Public Inspectors and Reconditioners

In Seattle you will find several public Salmon Inspectors who are recognized authorities on Canned Salmon. If you desire it these gentlemen will inspect your purchases before the goods are shipped. The charges are very small, 1 cent per case, amounting to only \$10 per car. They also have a force of experienced men to recondition canned goods. We are giving you below their prices, which we consider very reasonable:

Single wire	3 ½ ¢ per case
Double wire	50¢ per case
Iron strap double	11¢ per case
Stripping and relabeling and scraping one end and re-stencil case.....	12¢ per case
Marking	¾ ¢ per case
Labeling 48 cans and stenciling end of case	8 ½ ¢ per case

Inspection	1 ¢ per case
Lacquering where same is to be labeled.....	8 ¢ per case
Lacquering alone	10 ¢ per case
Reconditioning	Cost of time and material

Duration of the Salmon Packing Season

ALASKA

	May	June	July	Aug	Sept
Chinooks, Yukon		X	X		
Sockeye, Copper River	X	X	X		
Kings	X	X			
Reds	X	X	X	X	
Medium Reds				X	X
Pinks		X	X	X	X
Chums		X	X	X	X

PUGET SOUND

	May	June	July	Aug	Sept	Oct
Sockeyes			X	X		
Kings and Chinooks	X	X	X	X	X	
Medium Red					X	X
Pinks				X	X	
Chums					X	X

Information for Our Brokers

We want to help our Brokers, all we possibly can, and, there-fore, will appreciate it if you will write us for any further information you desire. We have nothing to hide from our representatives and are more than willing to post you in any way we can.

In nearly every city in the United States there is some one jobber who specializes in high grade Salmon and sells it in large quantities. It should be the ambition of our Broker to get that particular jobber for his regular customer. If he is a stickler for quality he must eventually come to Carlisle for at least part of his requirements, so we suggest you start working on him at once.

Your strongest selling argument is Carlisle's name on the can. Your jobber need not be a Salmon Expert and spend his time in careful buying, if he buys from us, for we guarantee to provide him with the choicest Salmon in any grade.

The good buyer is looking for more quality for the same money -not more quantity-and when you have him convinced of our assured quality that has years of Carlisle's reputation behind it you've got him won and he'll stick as your customer.

It has always been a mystery to us why some buyers will invest from five to eight thousand dollars in a carload of Pink or Chum Salmon without knowing anything about the reputation of the packer or the quality of the goods they are purchasing. We know of one jobber who will devote days to examining samples of various packs of Canned Fruits and Vegetables to assure himself of getting the best. He boasts of the reputation his firm has for handling only the highest grades in every line. When it comes to buying Pink and Chum Salmon he forgets all about quality and gives his order to the man with the lowest price. Last season this jobber bought Pinks and Chums that were positively the poorest quality sent out of Seattle. It is true he saved 10 cents per dozen, but in our opinion he injured his reputation as a distributor of high grade food products.

There is as much difference between high grade Pinks or Chums and poor packs as there is between solid gold and brass cuff buttons. If you were buying cuff buttons you wouldn't pay as much for the brass as you would for the gold, so why pay the same price for the poor quality Chums as you would for the good pack. Be particular!

Conclusion

This booklet is issued for distribution among our friends, the Wholesale Grocers and Brokers of the United States and foreign countries.

It is published with the idea of giving the trade some general information on Canned Salmon. At the same time, we want to take this opportunity to tell you about our own brands. Some of the readers of this booklet are already users of our Salmon and will, we believe, welcome a more detailed description of our brands. We suggest that our Wholesale Grocer friends give their City and Country Salesmen an opportunity to read this booklet. The writer was a salesman, covering the retail trade for a number of years, and therefore knows that every salesman is looking for information on the products he is selling.

We have said quite a little about the quality of our Salmon - in some places we have emphasized our quality rather strongly - we do not wish to give out the impression that no other canners pack good Salmon, for they do. We do claim that very few packers give their product the care and attention that we do. We pack good Salmon because we want it to be good, and because judgment was used in locating our canneries in districts where the best fish run.

The points we have brought out in this booklet are fundamentally sound, logical and founded on facts. Eighteen years of consistent, intelligent work, plus the desire to give the public high quality Salmon, has made it possible for the Carlisle Packing Company to produce the best.

If you are interested in the better production of all canned goods, if you want the highest quality it is possible to get, at no greater cost than you would pay for inferior grades, then you should be interested in our line.

The Carlisle Packing Company will welcome the day when all Salmon packers decide to increase their quality rather than their production. If all Salmon packers would follow along the lines our business has been built on, it would make for higher standards throughout the industry and strengthen the demand for Canned Salmon of every grade.